

**PAPER PRODUCTS AND PHYSICAL OBJECTS AS MEANS TO ACCESS
AND CONTROL A COMPUTER OR TO NAVIGATE OVER OR ACT AS A
PORTAL ON A NETWORK**

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Abstract of the Disclosure

Physical or electronic objects are encoded with identifiers, which serve to trigger object-appropriate responses from computer systems that encounter such 10 objects. The encoding may be steganographic (e.g., by digital watermarks), so the presence of such identifiers is not evident to persons encountering the objects. An exemplary application is a computer system that looks at a printed magazine advertisement and initiates a link to a corresponding internet page. In one such implementation, the computer system senses an identifier encoded in the advertisement, 15 determines a web address corresponding to that identifier, and directs a browser to that address. Another application is a computer system that looks at a printed spreadsheet, and retrieves from disk storage an electronic version of the same document for editing. In one such implementation, the computer system senses an identifier encoded in the printed spreadsheet, checks the identifier against a local index of documents stored on 20 the computer, and recalls the corresponding document for editing. A variety of other applications, and associated methods and apparatuses, are also disclosed.